

## Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W  
----- 027687

R 141626Z MAY 76  
FM AMEMBASSY BRUSSELS  
TO USDOC WASHDC  
SECSTATE WASHDC 6907

UNCLAS BRUSSELS 04845

E.O. 11652: N/A

TAGS: BBSR

SUBJECT: GLOBAL MARKET RESEARCH: SUMMARY OF BIDS ON MEDICAL EQUIPMENT

REF: STATE A-1526; USDOC 5628

1. TWO FIRMS HAVE SUBMITTED BIDS FOR SUBJECT STUDY. ONE FIRM  
HAS SUBMITTED BIDS FOR TEN COUNTRIES.

2. ROBERT FIRST,INC. HAS SUBMITTED BID WITH COST BREAKDOWN AS  
FOLLOWS:

|                             |            |
|-----------------------------|------------|
| BELGIUM                     | DOLS 4,000 |
| FRANCE                      | 5,500      |
| IRAN                        | 5,000      |
| ITALY                       | 5,500      |
| NETHERLANDS                 | 4,000      |
| AUDI ARABIA                 | 5,000      |
| SPAIN                       | 5,000      |
| SWEDEN                      | 5,000      |
| UNITED KINGDOM              | 5,000      |
| WEST GERMANY                | 6,000      |
| TOTAL COST DOLS 50,000 U.S. |            |

3. FIREST,INC. BREAKS DOWN PERSONAL CALLS PER COUNTRY FOR  
STUDY AS FOLLOWS:

|         |    |
|---------|----|
| BELGIUM | 22 |
| FRANCE  | 28 |

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IRAN 26

|                |     |
|----------------|-----|
| ITALY          | 26  |
| NETHERLANDS    | 23  |
| SAUDI ARABIA   | 24  |
| SPAIN          | 28  |
| SWEDEN         | 25  |
| UNITED KINGDOM | 30  |
| WEST GERMANY   | 30  |
|                | 262 |

4. DESPITE LESS THAN ENTHUSIASTIC COMMENTS FROM LOCAL COMPETITION AND MEDICAL TRADE SECTOR ON EARLIER USDOC BIOMEDICAL STUDY CONDUCTED BY FIRST,INC., FIRM IS GENERALLY REGARDED AS MOST EXPERIENCED MARKET RESEARCH FIRM IN BIOMEDICAL EQUIPMENT FIELD.

5. PA MANAGEMENT CONSULTANTS PROPOSES TO CONDUCT STUDY FOR BELGIUM AND NETHERLANDS AT THE COST OF 1 MILLION B F. (DOLS 25,000 U.S.) OR 500,000 B.F. (DOLS 12,500) PER COUNTRY STUDY. IN PROPOSAL FIRM DID NOT SPECIFY NUMBER OF PERSONAL INTERVIEWS TO BE CONDUCTED. FIRM STATES HOWEVER THAT BOTH GROUP,PERSONAL AND TELEPHONE INTERVIEWS WILL BE USED IN COMPILING INFORMATION FOR REPORT. PA'S PREVIOUS EXPERIENCE IN MEDICAL EQUIPMENT FIELD INCLUDES BIOMEDICAL PRODUCT DIVERSIFICATION, MARKET RESEARCH STUDIES ON OPTICAL MEASURING EQUIPMENT AS WELL AS ELECTRONIC MEDICAL SURGICAL EQUIPMENT.

6. POST RECOMMENDATIONS: OF TWO FIRMS BIDDING,FIRST,INC. CLEARLY MOST EXPERIENCED AND CAPABLE OF PROVIDING COMPREHENSIVE MARKET APPRAISAL ON BIOMEDICAL EQUIPMENT INDUSTRY SITUATION IN BELGIUM. POST RECOMMENDS THAT FIRST,INC BE CHOSEN TO UNDERTAKE STUDY IF IT IS TO BE DONE.

7. ALONG WITH TWO FIRMS' PROPOSALS,EMBASSY MAILED USDOC COPY OF RECENT EMBASSY CONDUCTED STUDY ON BELGIUM'S HEALTH CARE-BIOMEDICAL EQUIPMENT INDUSTRY (A61 DTD 3/26/76).SINCE REPORT CONTAINS EXHAUSTIVE LISTS OF LOCAL MANUFACTURERS, IMPORTERS,AGENTS AND DISTRIBUTORS AS WELL AS PRINCIPAL U.S.AND EUROPEAN FIRMS EXPORTING MEDICAL EQUIPMENT.

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MENT TO BELGIUM, REPORT COULD BE USEFUL REFERENCE/WORKING TOOL TO FIRM WHO AWARDED CONTRACT FOR BELGIUM. INDEED,COMMERCE MAY WISH TO RECONSIDER NEED FOR THIS MARKET RESEARCH IN LIGHT OUR OWN STUDY. FIRESTONE

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## Message Attributes

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**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Decaption Date:** 01 JAN 1960  
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**Review Transfer Date:**  
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**TAGS:** BBSR  
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**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006